



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 13, 2017

Ms. J. Evelyn Lawson
Federal Registration Specialist
The Clorox Company
c/o PS&RC; Post Office Box 493
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – Add Non-Mandatory Label Language
Product Name: X=-Men
EPA Registration Number: 5813-87
Application Date: February 1, 2017
Decision Number: 526125

Dear Ms. Lawson:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Killian Swift at 703-308-6346 or via email at Swift.Killian@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda G. Fuller, for".

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

NOTIFICATION

5813-87

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

03/13/2017

Label identification

X-Men, EPA Reg. No. 05813-87

R0650140

11:40 1/31/17

Formatting notes

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] *to be used as a claim descriptor only for the first 6 months of product on shelf*

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&".

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

The terms "urinal"/"urinals" can be substituted or added where the terms "toilet"/"toilets" appear

Highlighted text is new. Strike-through (text) means removed.

FRONT-PANEL

X-Men

KEEP OUT OF REACH OF CHILDREN

WARNING:

See Back Panel For Additional Precautionary Statements.

NET CONTENTS _____

ACTIVE INGREDIENTS:

Glycolic Acid	3.070%
Diocetyl dimethyl ammonium chloride	0.054%
Didecyl dimethyl ammonium chloride	0.081%
Octyl decyl dimethyl ammonium chloride	0.135%
n-Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chlorides	0.180%
OTHER INGREDIENTS:	96.480%
TOTAL:	100.000%

Contains no phosphorus.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

WARNING:

Causes substantial but temporary eye injury. Do not get in eyes, on skin or clothing. Wear protective eyewear such as goggles, face shield, or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. **IF ON SKIN:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Questions or Comments? Please visit us at www.clorox.com or call us at 1-800-227-1860.

PHYSICAL AND CHEMICAL HAZARDS: DO NOT USE OR MIX WITH PRODUCTS THAT CONTAIN BLEACH (SODIUM HYPOCHLORITE). To do so may release hazardous gases. Always flush toilet before and after use of this product.

STORAGE AND DISPOSAL:

Store in location inaccessible to children [and pets]. Tightly close top between uses. Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available or place in trash.

[Not harmful to septic systems.]

Mfd. for & © YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612

EPA Reg. No. 5813-87

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 71681-IL-1 (03), IL-2 (24); 58455-IN-1 (C6), IN-2 (01); 69289-OH-1 (GH)

Beginning of batch code indicates EPA Est. No.

Made in [the] U.S.A. [of global components -and/or- ingredients.]

Questions or Comments?

Visit us at www.cloroxbathroomcleaners.com or call toll-free 1-800-227-1860.

For more product ingredient information, visit IngredientsInside.com.

Packaging related statements and icons:



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos]



BACK PANEL

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

To Open: [Simply] Twist cap counterclockwise one-quarter turn. Cap does not come off.

[Close cap after each use.]

-OR-

To Open Child Resistant Cap -or- Closure:

Squeeze sides [of cap -or- closure] where symbols -or- arrows indicate and twist counterclockwise one quarter turn.

[Cap -or- closure] does not come off. To reseal -or- To close [tightly], turn [cap -or- closure] clockwise [until tightly closed].

Child Resistant Closure ~~Claims~~ Statements

Squeeze and twist to open. Close tightly.

Sanitization

To [clean and] sanitize -or- To [clean,] sanitize [and remove tough stains]:

[1.] Flush toilet.

[2.] Lower bottle so cap is below the rim. Apply 6 oz of product under and around rim to coat the inside of the bowl.

[3.] Scrub the entire bowl with a stiff brush and allow to sit for 5 min[utes].

[Do not allow pets or children to access the toilet during this time.]

[4.] Flush toilet.

[[5.] For best results reapply weekly.]

Cleaning:

To Clean [and Remove Tough Stains]:

[1.] Flush toilet.

[2.] Lower bottle so cap is below the rim. Apply product under and around rim to coat the inside of the bowl.

[3.] Scrub the entire bowl with a stiff brush and allow to sit for 5 min[utes].

[Do not allow pets or children to access the toilet during this time.]

[4.] Flush toilet.

[[5.] For best results reapply weekly.]

Cleaning, Deodorizing, Stain Removal Claims:

Front or Back Panel

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- 2 in 1 Cleaner & [Air] [Room] Freshener
- [3 in 1] [Cleans][,] [&] [Deodorizes][,] [&][Freshens]
- Apply weekly to keep your toilet sparkling clean
- Bleach free -or- Bleach-free
- Cleans
- Cleans -and/or- deodorizes
- Cleans -and/or- deodorizes with every flush
- Cleans -and/or- freshens
- Cleans unsightly toilet ring
- Cleans -and/or- Removes -and/or- Dissolves -and/or- Loosens [Tough -and/or- Stubborn] [Rust] [Toilet Bowl] Stains -and/or- Deposits -and/or- Ring[s] [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling Toilet] [Bowl]]
- [Cleans and] Starts to Dissolve [Tough -or- Stubborn] Hard Water -and/or- Calcium -and/or- Mineral Stains -and/or- Deposits -and/or- Ring[s] -and/or- Lime Scale -and/or- Rust [Stains -or- Deposits -or- Ring[s]] on contact [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]
- [Cleans and] Starts to Dissolve [Tough -and/or- Stubborn] [Rust] [Toilet Bowl] Stains -and/or- Deposits -and/or- Ring[s] on contact [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]
- Cleans -and/or- Removes -and/or- Dissolves -and/or- Loosens -and/or- Destroys -and/or- Powers through [Tough -and/or- Stubborn] [Rust] [Toilet Bowl] Stains -and/or- Deposits -and/or- Ring[s] [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling Toilet][Bowl]].
- Cleans without bleaching
- Clings to coat bowl
- Clings to side[s] of bowl
- Clings to the bowl
- Clorox Cleaning Power!
- Coats the bowl better
- Complete -and/or- full -and/or- total [coverage -or- coating] [dispensing]
- Contains no abrasives -or- Non-abrasive formula
- Contains no bleach
- Delightfully Fresh & Powerfully Clean!
- Deodorizes
- Dependable trust from Clorox
- Destroys -or- Dissolves Rust, Calcium & Lime
- Dispenses [in] [a] wide [band] to completely -or- fully -or- totally coat the bowl
- Dissolves Soils for Deep Down Cleaning
- Dissolves Tough Rust & Lime Deposits
- Easy to use
- [Enjoy] Enhanced Scents & Clorox Cleaning Power – All -or- 2 in 1!
- Fights tough stains
- Fights tough stains [for a maximum -and/or- powerful clean]
- [For [a]] maximum clean -or- max-clean
- For a cleaner, fresher household -or- toilet
- For a Complete Clean That You Can See & Smell
- For cleaner, fresher [toilet] [bathroom]
- For use on both white and colored toilets
- Formula cleans and shines
- **Fresh Brazilian Blossoms**
- Fresh Scent
- Fresh Take On Clean
- Freshens
- Freshens your bathroom
- Freshens your toilet
- Great for toilets
- [Greater than -or- More than -or- Over] 15% [More] [Fine] Fragrance [Ingredient]**
- [Greater than -or- More than -or- Over] 15% [More] Fresh Fragrance**
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- Helps keep your toilet [bowl] fresh -and/or- clean
- Hawaiian Sunshine -or- Aloha
- Infused with Exotically Inspired Fragrances
- It's from Clorox, so it's more than clean
- Lasting Freshness
- Leaves a fresh, clean scent
- Leaves bathroom fresh and clean
- [Leaves behind] Delightful[ly] Fresh Scents!
- Leaves bowl sparkling clean
- Leaves no visible residue
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] Fresh Scent[s]!
- Leaves the water clear
- Leaves [Toilet Clean with] a Light Fresh Scent
- Leaves Your Surfaces Gleaming
- Leaves your toilet shiny clean [in between regular cleanings]
- Like a brush in a bottle
- Like a liquid brush
- Makes your [cleaning] job easier
- Marine Breeze
- Meadow Fresh
- [Mild,] [clean,] [pleasant,] [pleasing,] [citrus,] -and/or- [fresh] scent -or- smell
- Mountain Lavender
- No messy residue to remove
- Non-chlorine formula
- Pacific Breeze and Coconut
- Powerful[ly] Clean, Delightful[ly] [[Re]Fresh[ing]] Scents!
- Powerful Clean, Fun-tastic Scents!
- Powerful clinging action
- Powerful coating action
- [Provide[s] -or- Providing -and/or- The] Incredible Clean[ing] [that] You'd Expect From Clorox.
- Rain Clean
- Removes -and/or- Cleans -and/or- Loosens -and/or- Dissolves [Tough -or- Stubborn] Hard Water -and/or- Calcium -and/or- Mineral Stains -and/or- Deposits -and/or- Ring[s] -and/or- Lime Scale -and/or- Rust [Stains -or- Deposits -or- Ring[s]] [for a Cleaner -and/or- Fresher -and/or- Brighter -and/or- Whiter -and/or- Sparkling [Toilet] [Bowl]]

CLEANING continued:

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- Removes odors
- Removes -or- Eliminates odors
- Safe for [cleaning -or- use on] [most -or- all] toilet bowl surfaces [including glazed porcelain -and/or- ceramic]
- Safe for -or- will not harm colored toilets
- Safe for -or- will not harm -or- does not harm septic systems
- Smells as Good as it Cleans
- Spring Mist
- Stain Remover
- Strong -and/or- Powerful enough to handle [the] tough[est] stains.
- Sunshine Breeze
- The Cleaning -or- Stain removing Power of Clorox [with a [clean -and/or- fresh] scent].
- The [Manual] toilet bowl cleaner with the cleaning -or- stain removing power of Clorox.
- The Power of Clorox stain-removing action [with a [clean -and/or- fresh] scent]
- Thick -and/or- Powerful [gel formula -and/or- clinging action -and/or- coating action] [coats the bowl] for deep-down cleaning.
- Thick -and/or- Powerful [gel formula -and/or- clinging action -and/or- coating action] [coats the bowl] [to] dissolve[s] stains.
- Thick toilet bowl cleaner [that clings -or- with clinging action]
- Toilet bowl cleaner that clings
- Tuscan Lavender and Jasmine
- Will not harm surfaces
- Will not scratch surfaces
- Will not stain the bowl
- Wide band -and/or- dispensing [for] [complete -and/or- full -and/or- total] [coverage -and/or- coating -and/or- dispensing] [with one quick motion -or- with one easy squeeze]
- [With] Clinging action
- Won't splash or drip and will rinse away easily



Cross-promotional Claims:

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- [Also] Try Clorox® Automatic Toilet Bowl Cleaner1 [to extend time between deep cleans.] -or- [to keep your toilet fresh -and/or- sanitary with every flush]
- [Also] Try Clorox® ToiletWand® Disposable Toilet Cleaning System and eliminate that dirty brush.

Packaging Claims:

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- New [easy grip] bottle
- New sure grip bottle
- Patent pending
- Patented bottle design
- Same great value
- Same size
- Same volume
- Same volume, new bottle
- Still 23 oz
- Value -or- twin -or- 3 pack

Sanitization Claims:

~~Front or Back Panel:~~

~~Now[!] and/or New[!] and/&/or Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf~~

- A product for toilet [bowl] cleaning and sanitizing
- Also kills 99.9% of Klebsiella pneumoniae [Kleb] and Staphylococcus aureus [Staph]!
- An effective sanitizer [for use in the bathroom toilet]
- Cleans and kills 99.9% of bacteria
- Cleans and sanitizes
- Cleans, kills 99.9% of bacteria -or- sanitizes and freshens
- Cleans, sanitizes -or- kills 99.9% of bacteria and deodorizes
- In-bowl sanitizer
- Kills 99.9% of bacteria
- Kills 99.9% of bacteria[*1]
- Kills 99.9% of bacteria as it cleans
- Kills 99.9% of [common] [household] bacteria
- Kills 99.9% of [common] [household] [odor-causing] bacteria: Klebsiella pneumoniae [Kleb] -and/or- Staphylococcus aureus [Staph] [in 5 min[utes]]
- Kills 99.9% of [household] bacteria
- Kills 99.9% of [household] bacteria [in toilet -and/or- on hard nonporous toilet bowl surfaces]
- Kills 99.9% of [household] bacteria on hard nonporous toilet bowl surfaces
- Kills 99.9% of odor-causing bacteria
- Kills 99.9% of Staphylococcus aureus and Klebsiella pneumoniae
- Kills 99.9% of the following organisms in 5 min[utes]: Klebsiella pneumoniae and Staphylococcus aureus
- Kills odor causing bacteria in the toilet
- Leaves toilet [bowl] sanitary
- Leaves [toilet] bowl [water] 99.9% bacteria free with each use
- Leaves [toilet] surfaces sanitized
- [Removes stains and] leaves bowl sanitary -and/or- sanitized
- Removes stains and leaves toilet bowl sanitized
- Removes tough stains and kills 99.9% of bacteria
- Sanitizer
- Sanitizer [for toilet use]
- Sanitizes
- Sanitizes in 5 min[utes]
- Sanitizes -or- Kills odor-causing bacteria[: Klebsiella pneumoniae -and/or- Staphylococcus aureus]
- Sanitizes [toilet -or- bowl] surfaces [in 5 min[utes]]
- Sanitizes toilet surfaces against [common] toilet bacteria
- Sanitizes toilet surfaces [in 5 min[utes]]
- Sanitizes under the rim
- Sanitizes while it cleans
- Sanitizing cleaner for toilets
- Sanitizing [formula]
- Sanitizing formula cleans -and/or- [deodorizes] [freshens]
- Stain Remover & Sanitizer
- Stain Remover and Sanitizer
- This product cleans and sanitizes simultaneously
- This product combines cleaning and sanitizing
- This product is a sanitizer for bowl surfaces [against Klebsiella pneumoniae and Staphylococcus aureus]
- This product kills 99% of Staphylococcus aureus [Staph] and Klebsiella pneumoniae [Kleb], common bacteria found on toilet surfaces
- Toilet [bowl] sanitizer
- [Unique] gel formula cleans and kills 99.9% of bacteria -or- sanitizes

Footnotes

*1 Staphylococcus aureus (Staph) [ATCC 6538] and Klebsiella pneumoniae (Kleb) [4352]

**vs *insert ABN*